



Agile Design.

Kelly Albrecht | Last Call Media

Kelly Albrecht

— @ksalbrecht

— April 28: Sprint Day - General Sprints, Mentored Core Sprint,
First-Time Sprinter Workshop at Baltimore Convention Center

— Feedback: <https://events.drupal.org/node/17034>



**Wherever complex
design exists, there
must have been a
designer.**

-Thomas Aquinas

**Nature is complex
therefore nature
must have had an
intelligent designer.**

-Thomas Aquinas



William Paley, Natural Theology (1802)

<http://www.cogsandpieces.com/pocketwatch1255.html>



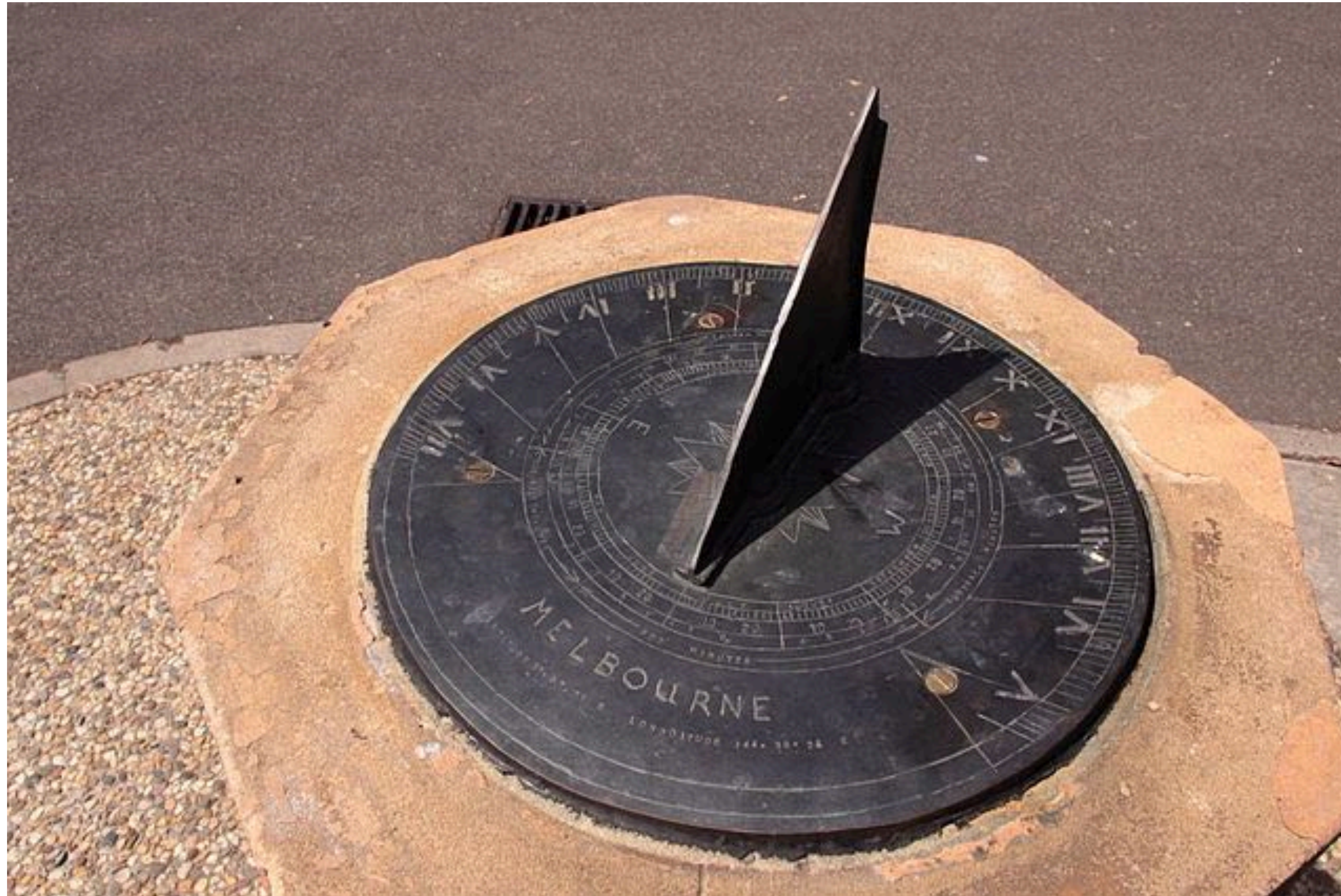
**René Descartes
(early-1600s)**

**Isaac Newton
(late-1600s)**

Walters Art Museum in Baltimore.



<https://www.etsy.com/listing/50383547>



By Jeepika - Own work, CC BY-SA 3.0,
<https://commons.wikimedia.org/w/index.php?curid=32368149>





Agile Design.

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Who we are.

Why us.

A large, solid red shape that starts from the bottom-left corner and extends diagonally towards the top-right corner, filling the right half of the frame. The background is white.

How we work.

What we do.

What is agility?

- Agility is adapting to change
- Requires awareness
- Anyone who's had to change their plans for some reason has experienced agility



Agility is good

It is not the most intellectual of the species that survives;
it is not the strongest that survives; but the species that
survives is the one that is able to adapt to and to adjust
best to the changing environment in which it finds itself...

-CHARLES DARWIN IN "ORIGIN OF SPECIES."



**Awareness
enables
agility.**



Deliberation vs Hair Trigger Action



**You're agility is
measured by the speed
and effectiveness of
your response.**

How is Scrum agile?

— Ceremonies

— Values

— Iterations



How are iterations agile?

Iterations are agile because they aim to provide an optimized awareness into a larger effort. Awareness enables agility.



**You never get
a second chance
to make a first
impression.**

Design appeal predicted rejection
(mistrust)

Personalisation of content predicted
selection (trust) of advice sites.





Big Design Up-front, Big Planning in general.



What can go wrong if we don't plan?




**Agile doesn't tell us not
to have a plan, but
to always be planning.**

Plan much?



SPIDER-MAN™

#1



Real Name:

Peter Parker

	0	1	2	3	4	5	6	7
STRENGTH								
SPEED								
AGILITY								
STAMINA								
DURABILITY								
INTELLIGENCE								

POWER RATINGS

Group Affiliation: Avengers

Ht.: 5'10"


Wt.: 165 lbs.

First Appearance: AMAZING FANTASY #15, August 1962

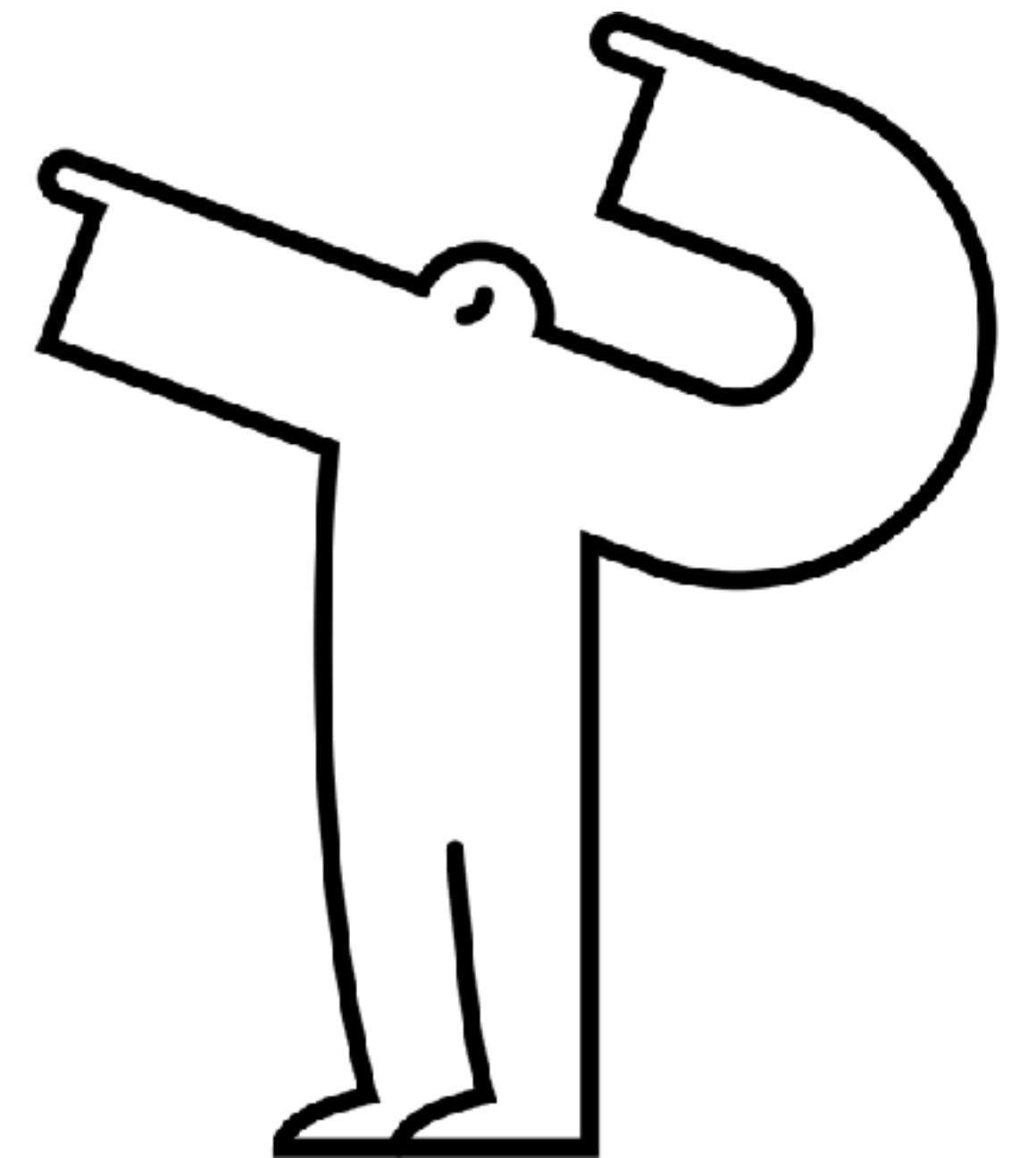
Ouch! During a nuclear experiment at a high school science fair, honor student Peter Parker was bitten by an accidentally irradiated spider. From that momentary pinch of pain he gained incredible spiderlike powers! Now, whether he's swinging his way through the city on a web-line of his own weaving, hoisting hundreds of times his weight like his little namesake or acrobatically arresting the world's wildest assortment of archvillains, there's no mistaking that wonderfully witty wall-crawler--the one and only Spider-Man!

Did You Know: Peter's parents, Richard and Mary Parker, were U.S. government agents killed by the villainous Red Skull!

©1991 Marvel Entertainment Group, Inc. SPIDER-MAN, MARVEL and SUPER HEROES (co-owned): ™ Marvel. Exclusively distributed by Impel Marketing Inc.



**agility is bringing
good thinking to
action quickly.**



Reconciliation



**How can we reconcile this for
iterative, maximally effective,
experience events?**



NTEN





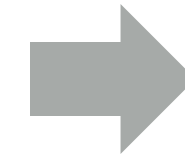


— 2017 —

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2017 Nonprofit Technology Conference

March 23–25, 2017
Washington, DC

With **over 100 educational sessions**, an exhibit hall highlighting the latest nonprofit products and services, and networking events each day, the NTC is an event that cannot be missed!



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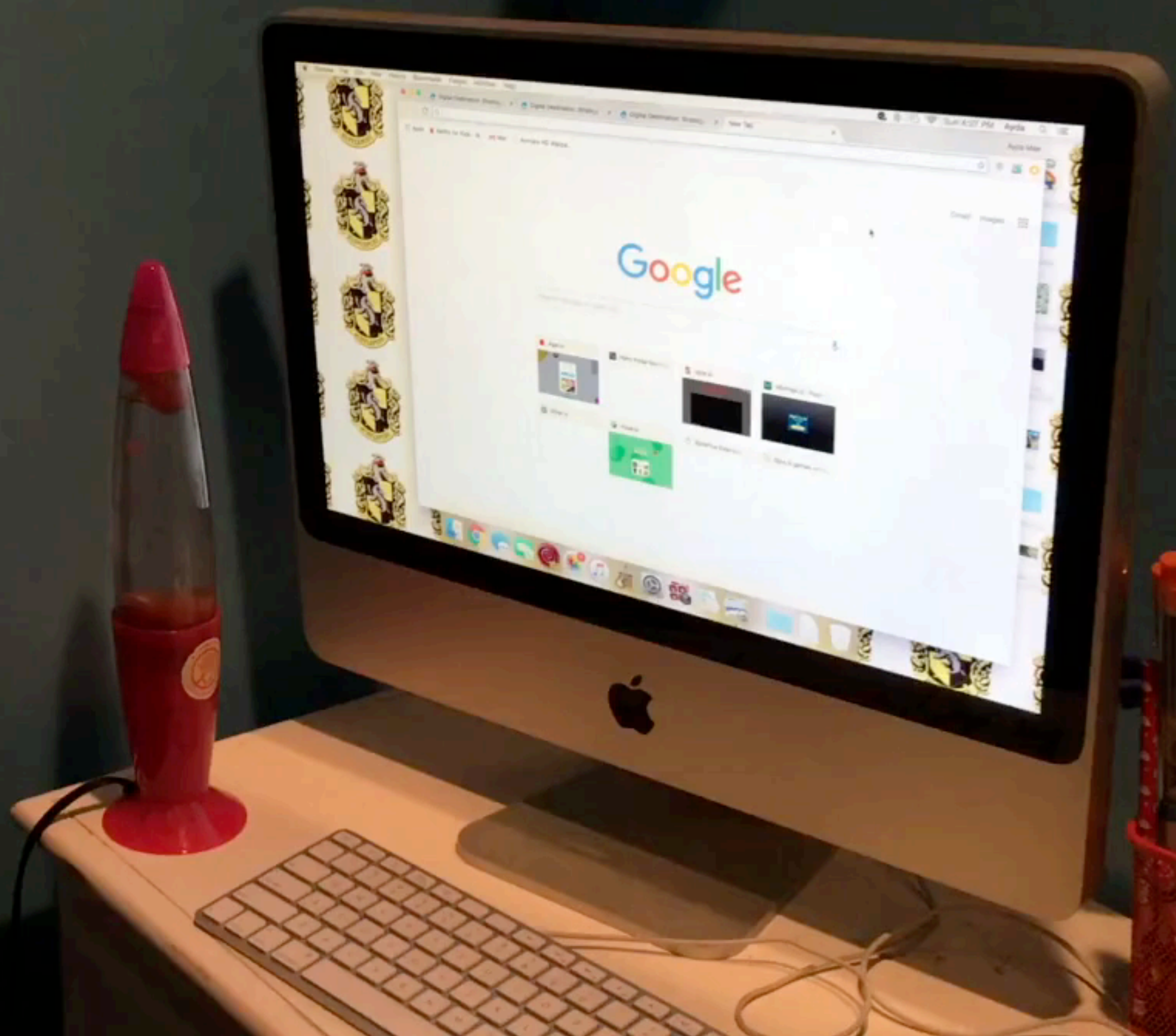


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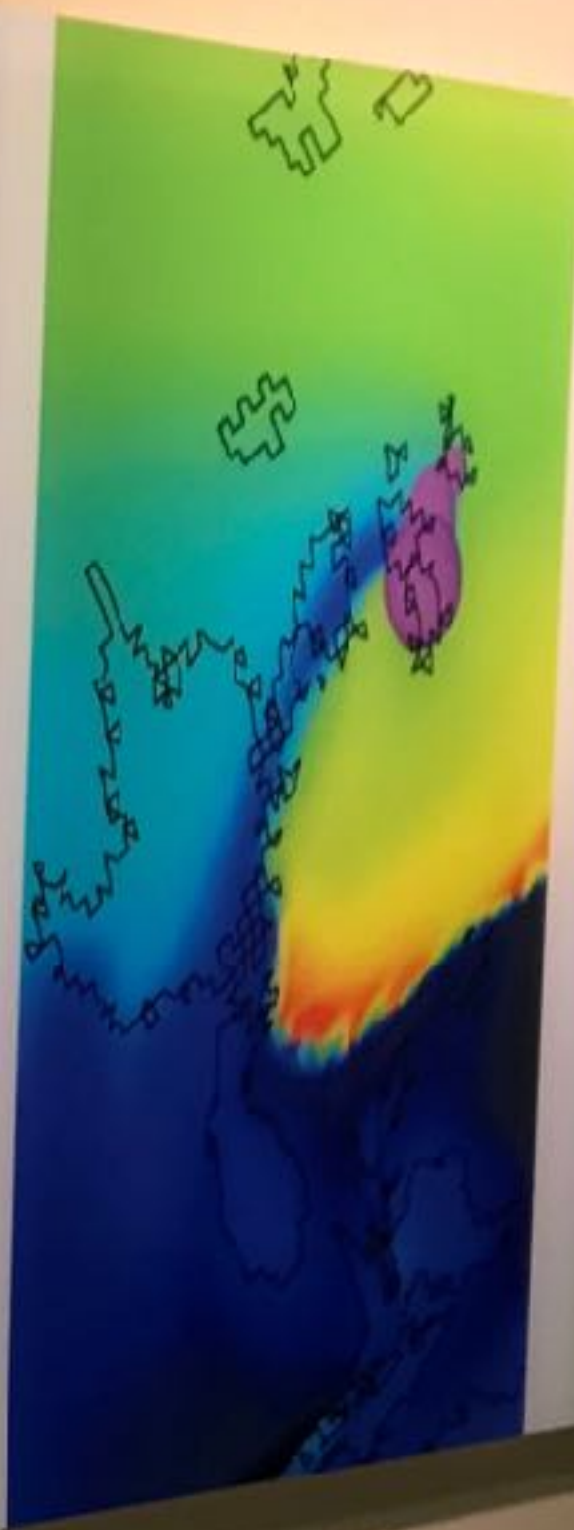
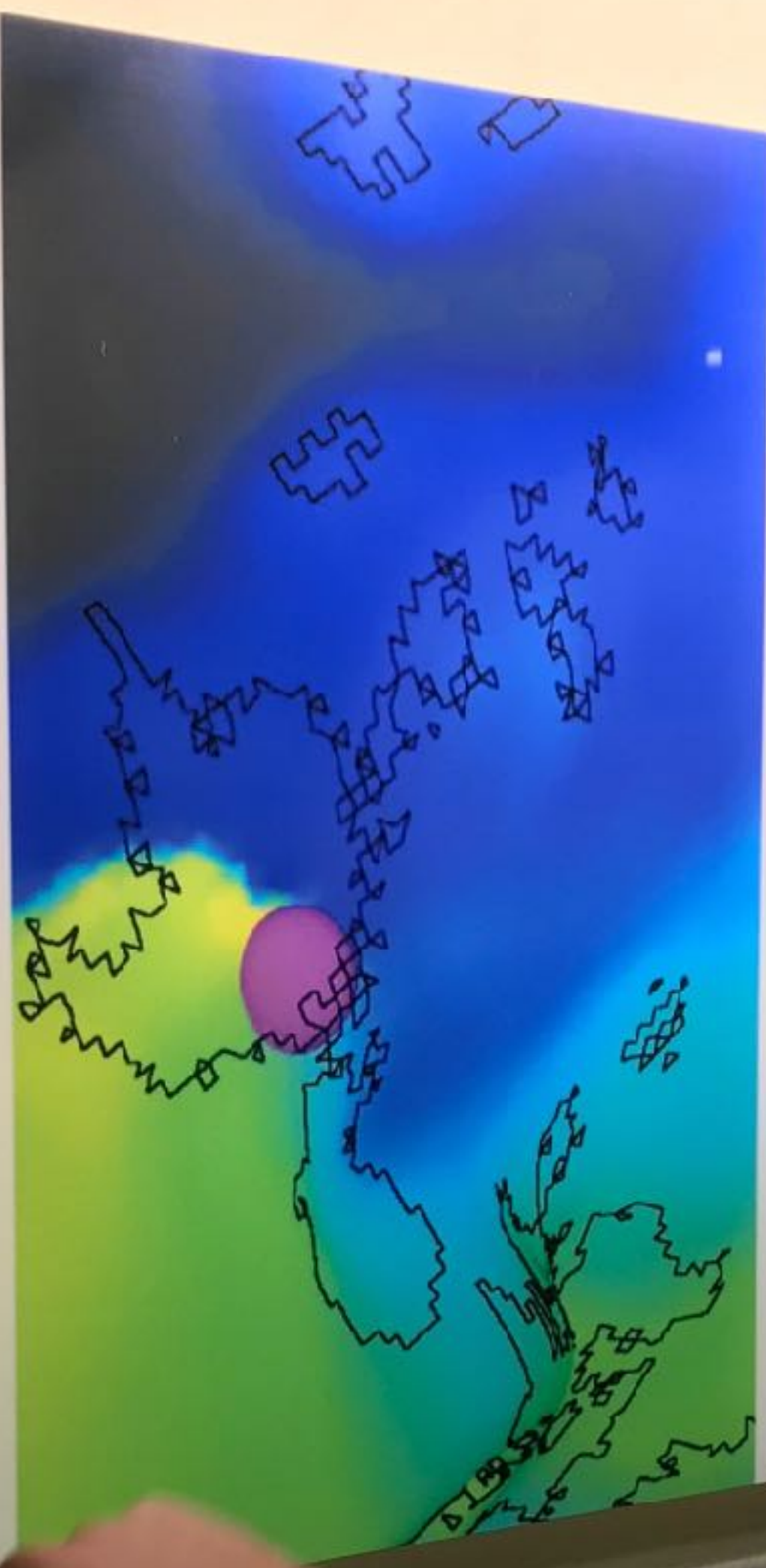
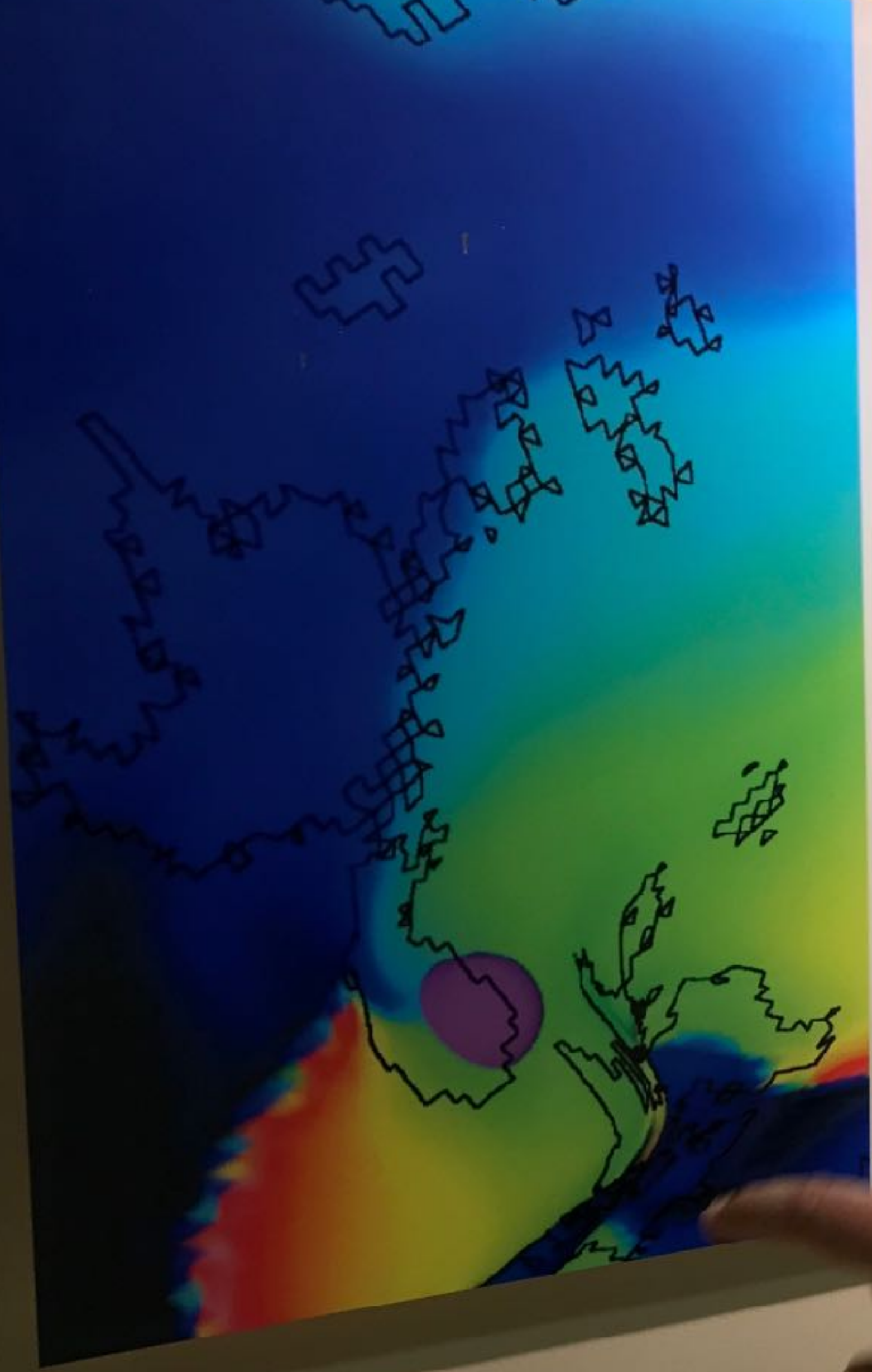
Design and User Testing





Computational Cardiology





Your Personal Virtual Heart.

Example of a headline

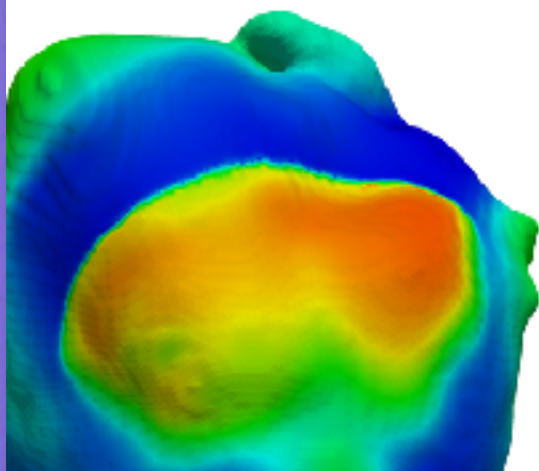
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vitae iaculis tortor. Cras turpis urna, ultricies a suscipit dignissim, rhoncus non quam. Mauris volutpat consequat gravida. Donec rhoncus dapibus suscipit. Maecenas ac mi justo. Vestibulum consequat risus lectus, eget semper justo fermentum a. Donec vel enim turpis.

Integer a diam eu arcu auctor posuere. Donec condimentum ullamcorper nisi, auctor blandit turpis rhoncus non. Aliquam non metus sit amet risus ullamcorper gravida. Phasellus euismod, arcu vitae semper euismod, ante est gravida nisi, sed malesuada nibh nisi imperdiet ipsum. Nunc

trayanovab

TRAYANOVA LAB

Your Personal Virtual Heart.

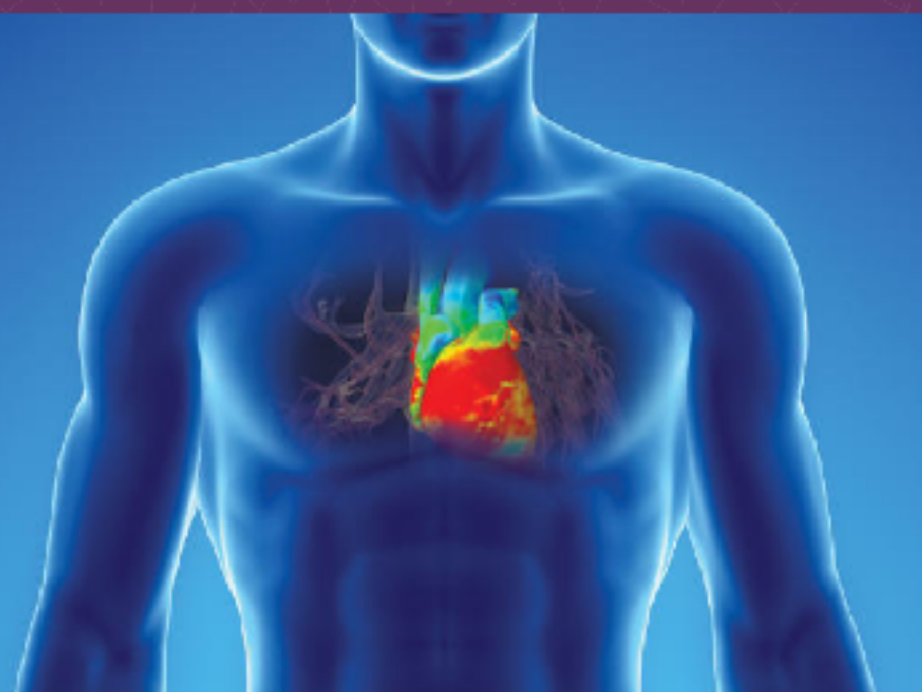
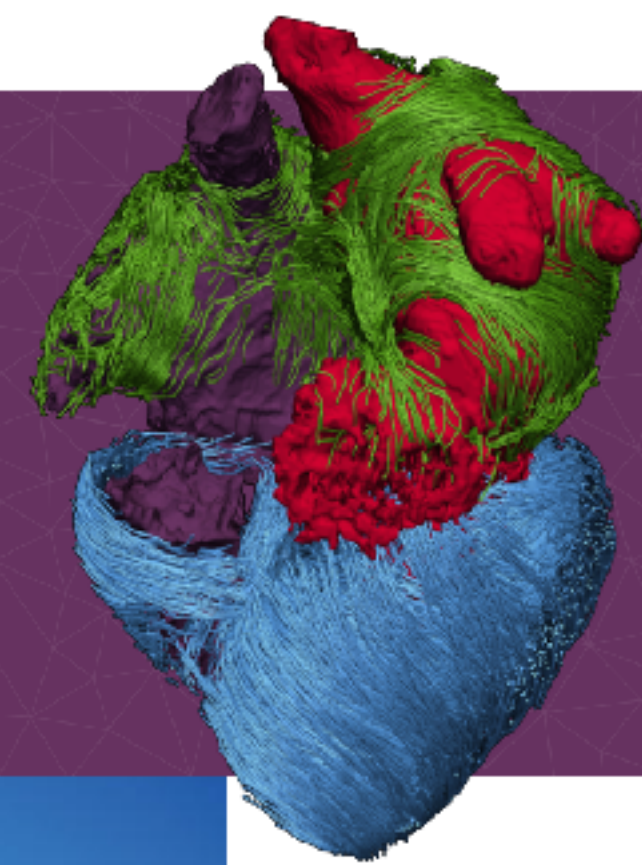


Example of a headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vitae iaculis tortor. Cras turpis urna, ultricies a suscipit dignissim, rhoncus non quam.

trayanovab

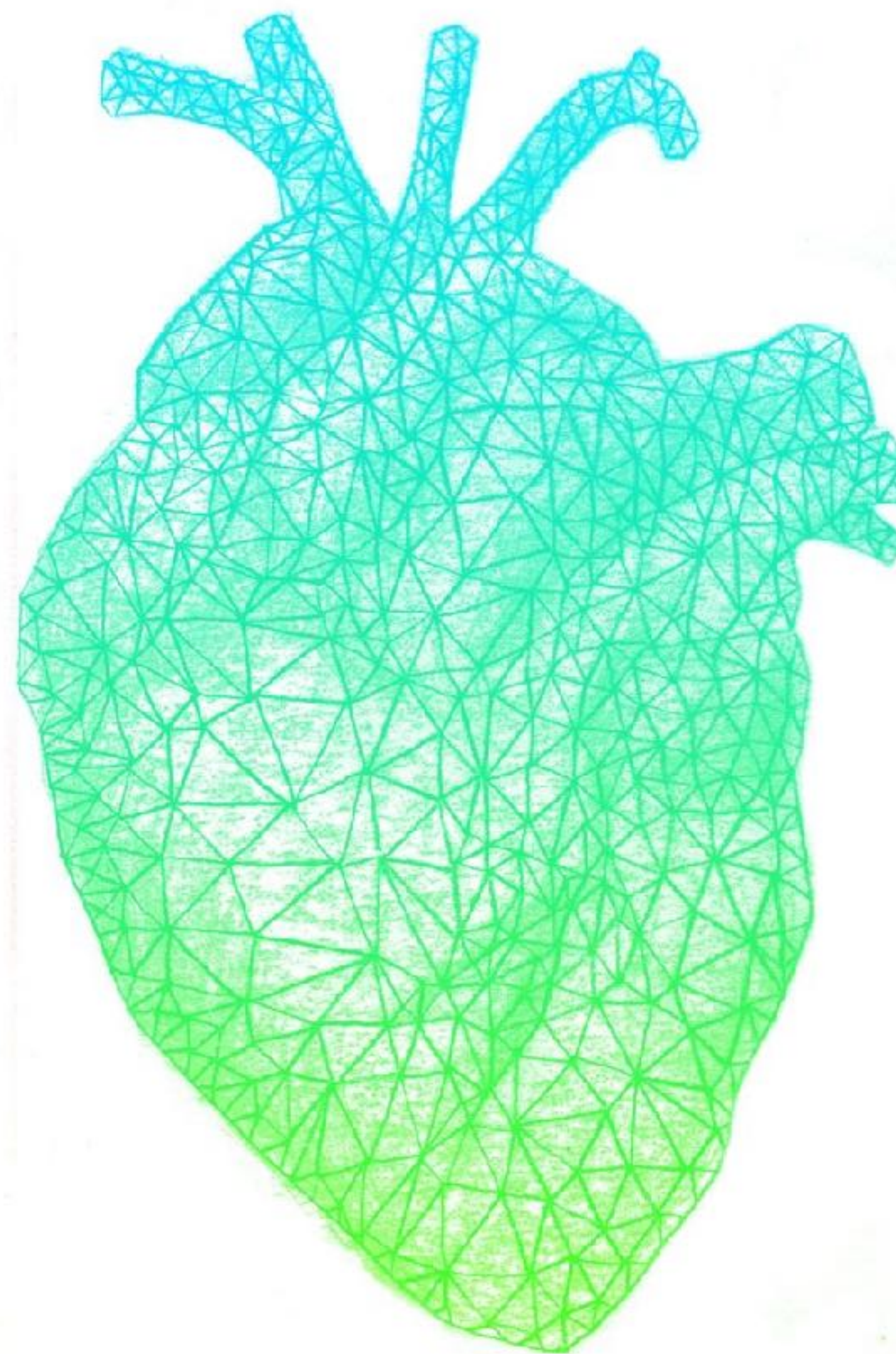
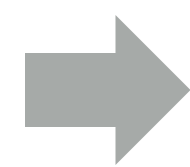
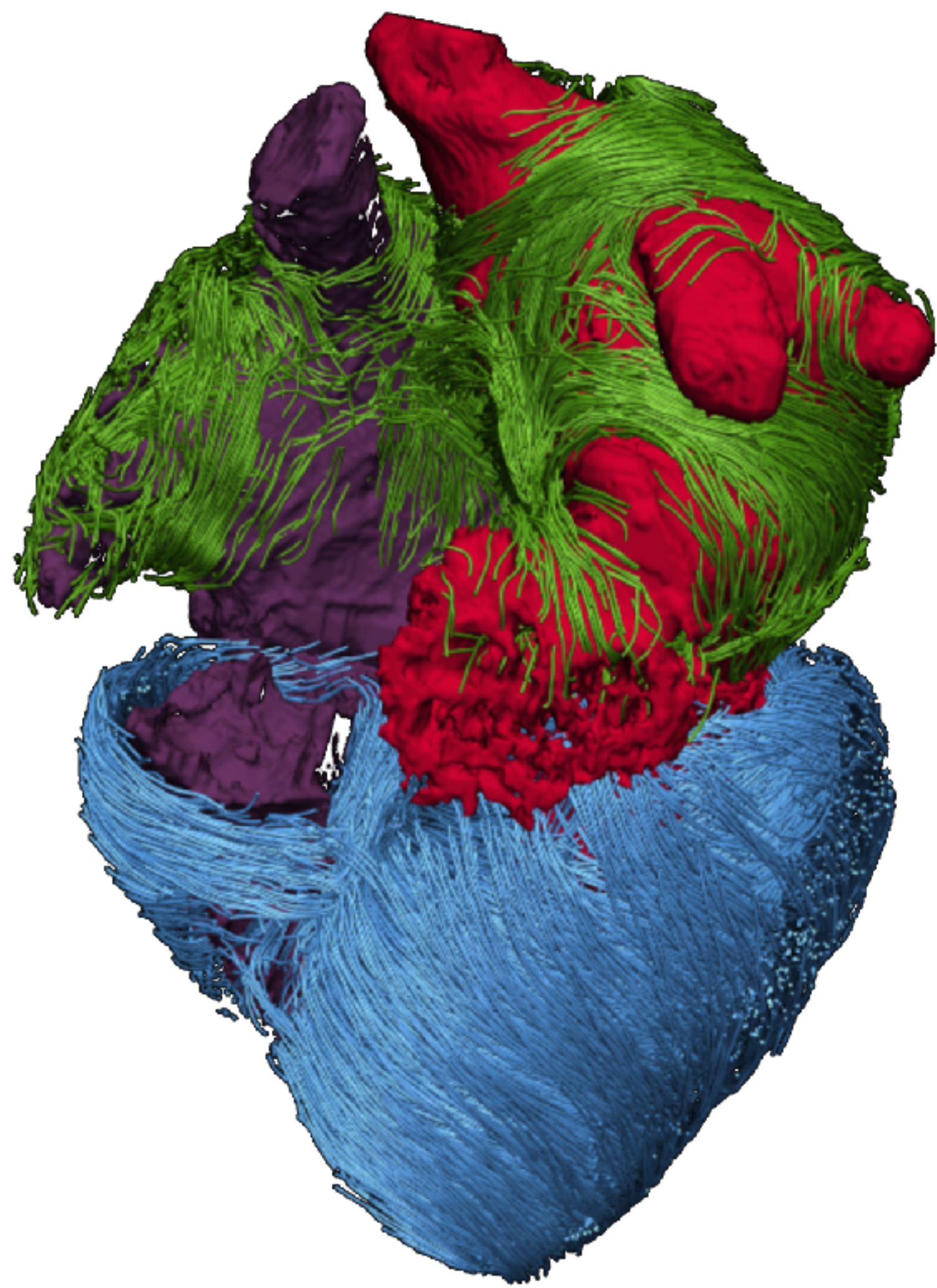
Your Personal Virtual Heart.



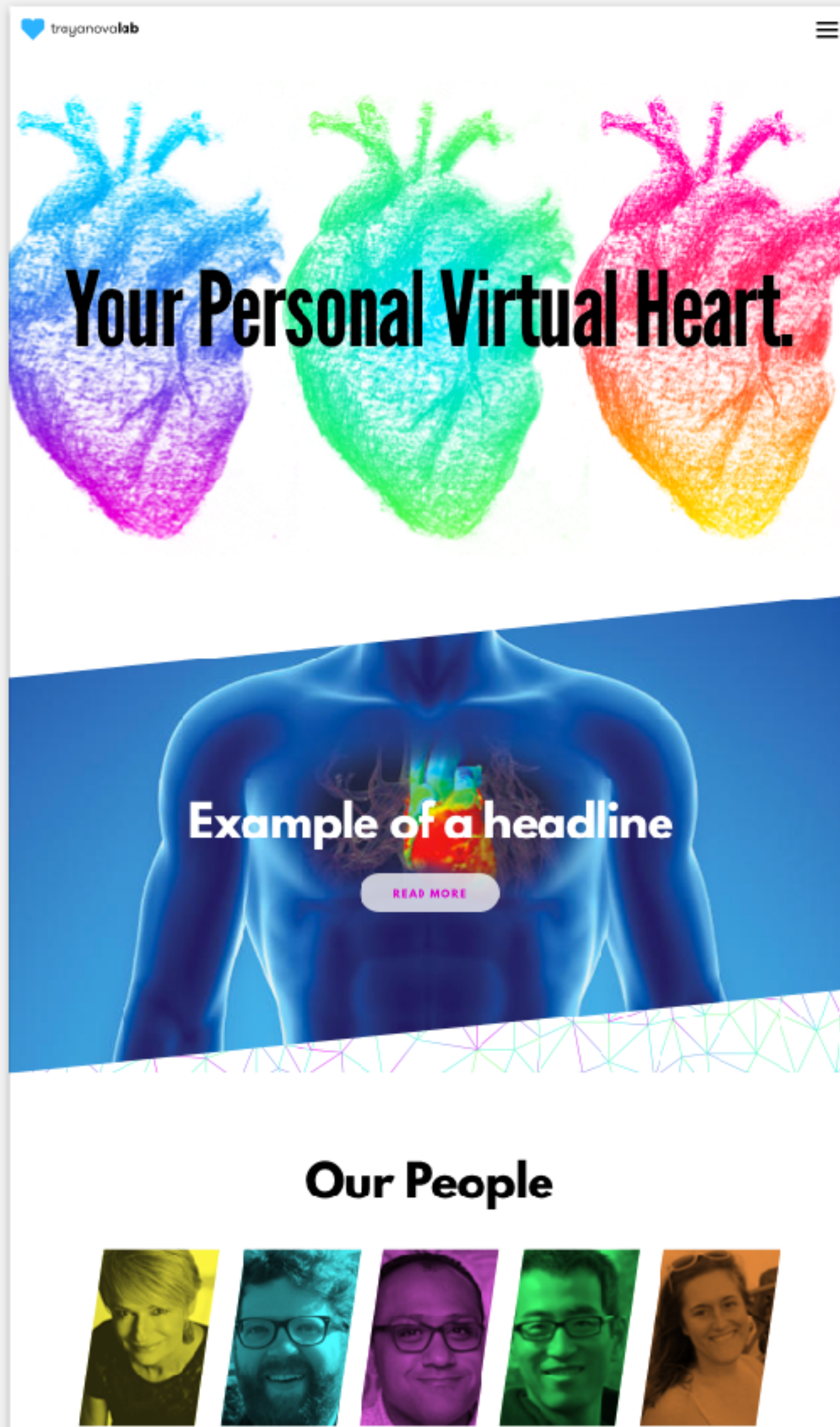
Example of a headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vitae iaculis tortor. Cras turpis urna, ultricies a suscipit dignissim, rhoncus non quam.

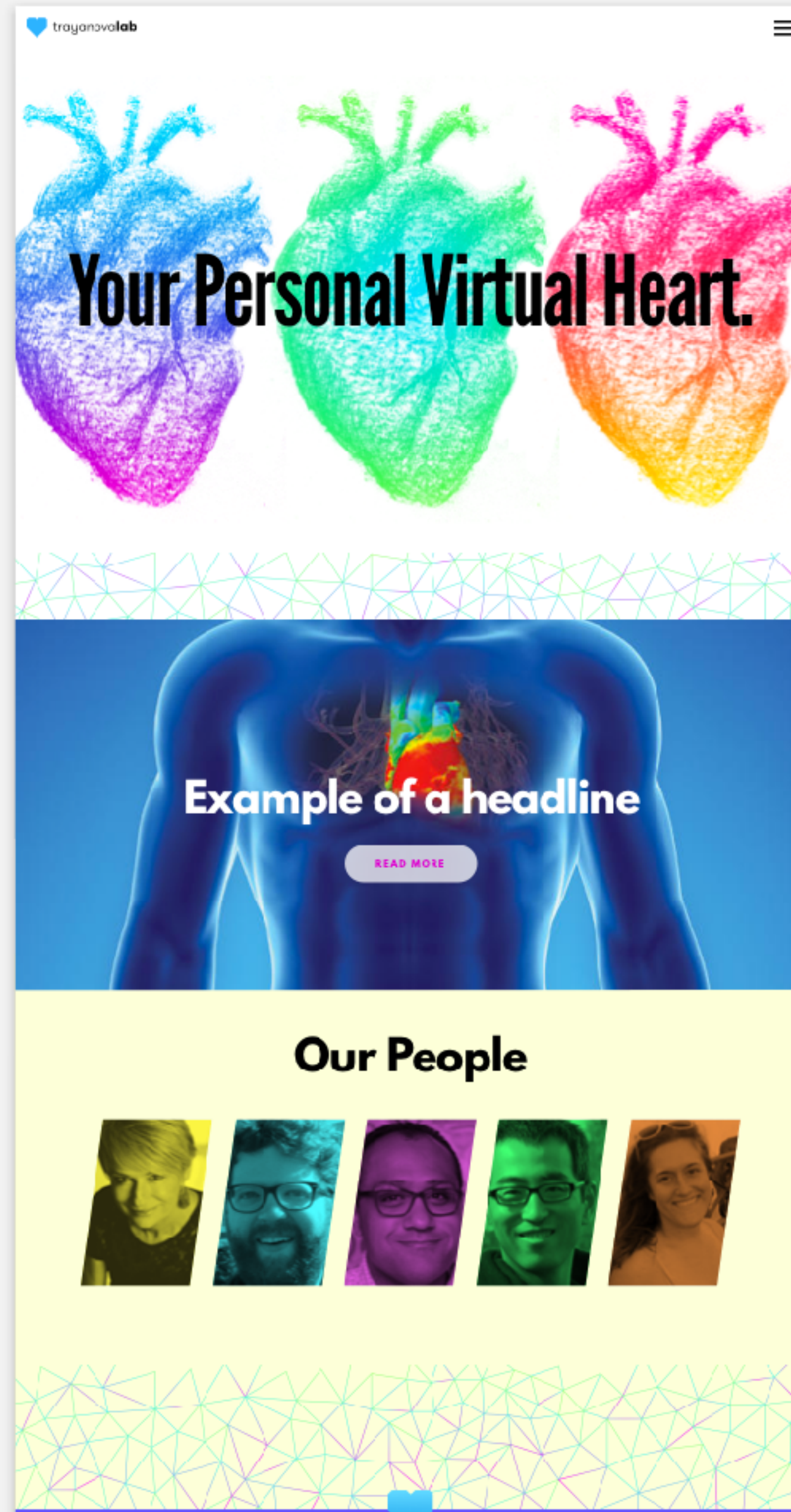
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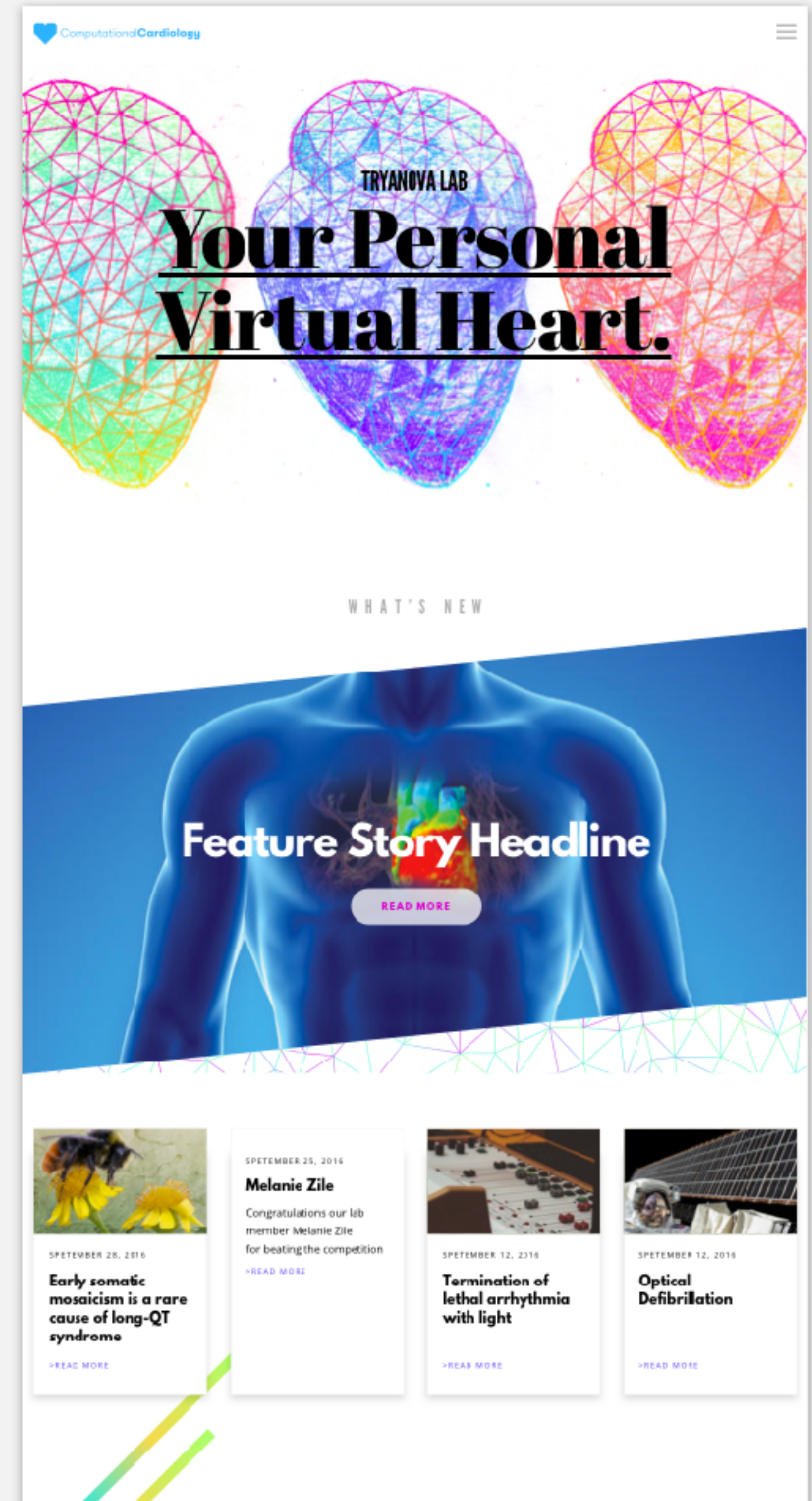
-Style Tile 4



-Style Tile 5



Homepage 1



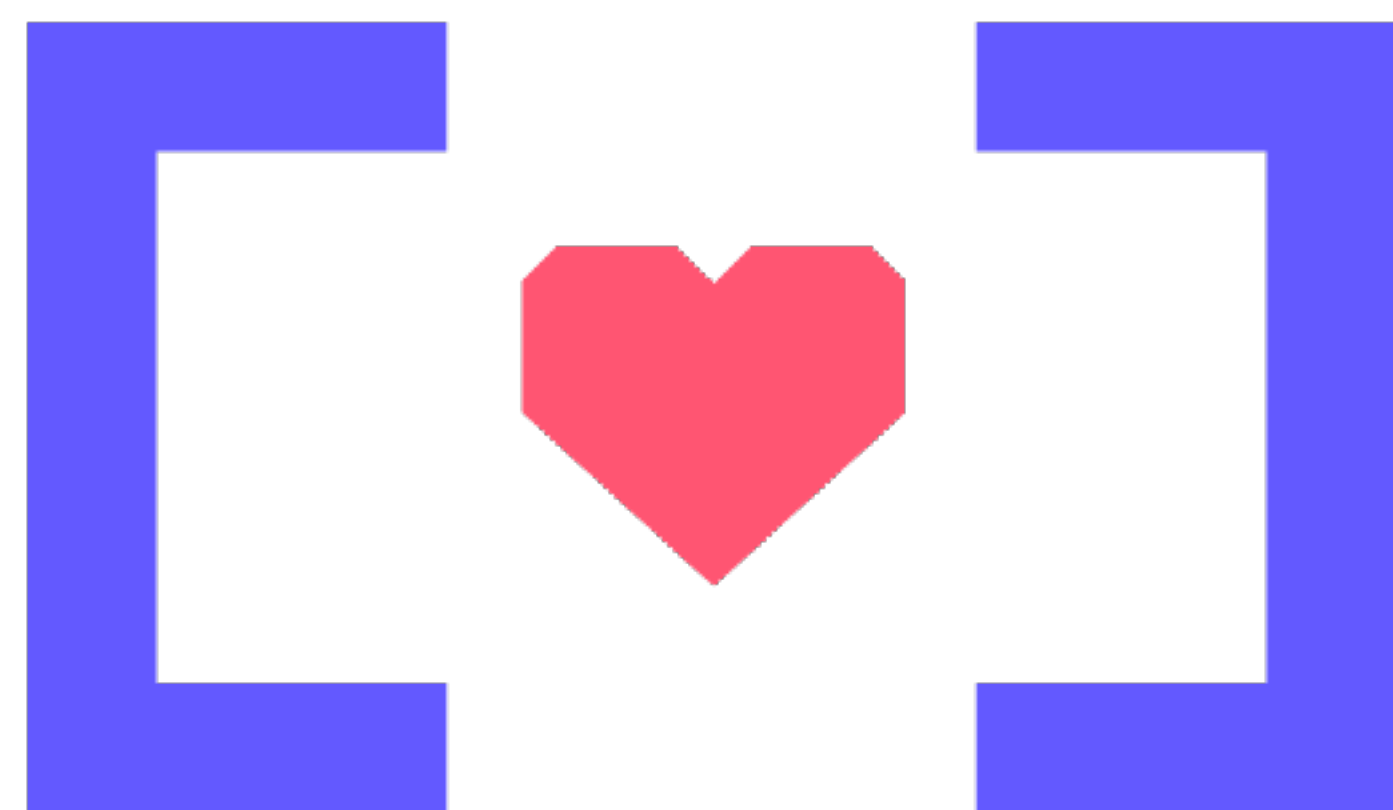
A large, semi-transparent portrait of Natalia Trayanova, a woman with short dark hair, wearing a dark top and a large, ornate earring. The portrait is overlaid with a grid of vertical pink and white stripes.

Natalia Trayanova

PhD, FHRF, FAHA
Murray B. Sachs Endowed Chair
Professor of Biomedical Engineering
Joint appointment, Medicine







COMPUTATIONAL
CARDIOLOGY



WHAT'S NEW

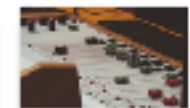


Melanie Zile
Computational Cardiology
member of the
Trayanova Lab

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September 22, 2016
Computational Cardiology
member of the
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Optical Defibrillation
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OUR PEOPLE



Natalia Trayanova

Ph.D. 1998, MIT
Member of the Trayanova Lab
Professor of Biomedical Engineering
and Computational Cardiology



PATRICK BOYLE

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YASSER ABDELRAassem

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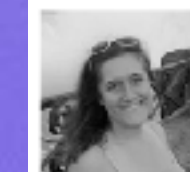
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Last Story



**Do more
together,
better,
faster.**

— @ksalbrecht

— April 28: Sprint Day - General Sprints, Mentored Core Sprint, First-Time Sprinter Workshop at Baltimore Convention Center

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Questions?

